



**NATIONAL FEDERATION
OF
FILIPINO AMERICAN ASSOCIATIONS
Region 8 – Northern California**

Jose Pecho
Regional Chair
Jp8cho@aol.com

Lorna Dietz
Vice-Chair
lornadietz@gmail.com

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Chairman Julius Genachowski
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

**The National Federation of Filipino-American Associations (NaFFAA)
Urges FCC to Extend the Comment Period Regarding the Comcast-
NBC Merger**

Dear Chairman Genachowski,

NaFFAA, Region 8, Northern California, supports Congresswoman Maxine Waters, The Greenlining Institute, and other public interest groups in their requests to extend the filing deadline for comments and petitions in the FCC proceeding on the proposed merger of Comcast and NBC-Universal. NaFFAA similarly urges the FCC to reconsider the Media Bureau's order denying the request for an extension of time filed by Media Access Project.

In its order, the Media Bureau states that the request for an extension of 45 days is "extraordinary" and that the *Public Notice* already provides a longer pleading cycle compared those of other media-related mergers in recent years. However, the unprecedented size of this proposed merger between the nation's largest cable system and one of the nation's largest networks warrants special consideration from the FCC. Indeed, a merger of this magnitude will have an incredible impact on the production and distribution of media, consumer choice, and rates. Further, this transaction will likely spur a wave of more consolidation, which ultimately hurts diversity, localism, and competition.

Extraordinary times call for extraordinary measures. Given the complex and significant nature of this merger, a 45-day extension is necessary and in the public interest. Public interest groups have a tremendous amount of data and issues to explore regarding this merger. Further, due to the fact that all issues need to be raised in the initial filings and the large number of concurrently active proceedings at the FCC, an extension is necessary to ensure that the public is able to fully participate.

The FCC has repeatedly expressed its commitment to public participation, and its interest in ensuring that the record in this proceeding is complete and fully developed. This merger is *the* opportunity for the FCC to demonstrate its authority and commitment to addressing the concerns of consumers, including the most underserved. Providing more time for public participation will ensure that the FCC stays true to its stated commitment to the public interest.

Further, allowing impacted parties more time to present information, make arguments, and raise questions will greatly assist the Commission in evaluating the impact of the proposed merger of Comcast and NBC-Universal.

NaFFAA respectfully requests the FCC to reconsider the Media Bureau's denial and extend the deadline for submission of comments and petitions an additional 45 days from the May 3rd deadline. Please contact Jose Pecho, Chairman, should you have any questions or would like to discuss anything concerning this matter.

Sincerely,



Jose Pecho, Chair
Region 8, Northern California
National Federation of
Filipino-American Associations
(NaFFAA)

Cc: Commissioner Meredith Attwell Baker
Commissioner Michael J. Copps
Commissioner Mignon Clyburn
Commissioner Robert M. McDowell
Congressman Henry A. Waxman
Congresswoman Lois Capps
Congresswoman Anna Eshoo
Congresswoman Jane Harman
Congresswoman Doris Matsui
Congressman Jerry McNerney
Congressman George Radanovich
Congresswoman Mary Bono Mack
Senator Al Franken
Senator Herb Kohl
Senator Amy Klobuchar
William T. Lake, Media Bureau Chief
Twuan Samuel